



EUROPEAN EXTERNAL ACTION SERVICE (EEAS)

External publication

Vacancy Notice 2024/157– HQ (AD) Social media officer in the Global Communications and Public Diplomacy Division (STRAT.2)

Type of post “Administrator”

Job no. 460936

Eligibility grade for EU officials: AD 5 – AD 12. Grade of recruitment for candidates from the Member States and current temporary agents under Article 2(e) of the CEOS : AD 7

WE ARE

The European External Action Service (hereafter, the “EEAS”) supports the High Representative in the exercise of his/her mandate to conduct and implement an effective and coherent EU Common Foreign and Security Policy (hereafter, the “CFSP”), to represent the EU and to chair the Foreign Affairs Council.

It also supports the High Representative in his/her capacity as Vice-President of the Commission with regard to his/her responsibilities within the Commission in the external relations field, including the coordination of other aspects of the EU’s external action. The EEAS works in close cooperation with the EU Member States as well as the General Secretariat of the Council, the services of the Commission and the Secretariat General of the European Parliament.

The Global Communication and Public Diplomacy Division leads the European Union’s efforts on global communication and public and cultural diplomacy. It develops, designs, and implements communication and public diplomacy strategies, narratives, and campaigns. It creates original content to advance EU policies, values, objectives, and interests and to engage with audiences and increase the visibility of the EU as a global actor among EU citizens and at international level.

The Division supports the HRVP’s communication and ensures that the whole EEAS, EU Delegations and relevant Missions and Operations around the world are communicating in a coherent manner and enhancing support for the EU.

It also supports and facilitates the internal communications in the European External Action Service and ensures that staff have access to the information they need from external sources.

It is the focal point for EU institutions for implementation and coordination on external strategic communication, public and cultural diplomacy activities and collaborates with EU Member States for ensuring the Team Europe approach in communications.

WE PROPOSE

The post of a **Social Media Officer**. The successful candidate will join the Global Communication and Public Diplomacy Division in the Strategic Communication and Foresight Directorate.

The successful candidate will be an experienced and dynamic communications professional embedded in the Digital Communications Team. He/she will specifically be in charge of the HR/VP presence and messaging on social media and other digital supports in close coordination with other relevant stakeholders of the EEAS.

The main functions and duties of the post are as follows:

Under the authority of the Head of Division, the successful candidate will:

- Be responsible for the strategy, development and optimisation of the social media accounts of the High Representative/Vice-President (HR/VP);
- Develop, optimise synergies and ensure coherent planning of the HRVP's social media content with the social media accounts of the EEAS social media platforms in line with the communication and content strategy;
- Assist the Director and the Head of Division in ensuring effective and timely content creation and political narratives on the EU's external action and its impact with focus on the HR/VP's role and activity;
- Coordinate with the whole Directorate in helping to ensure coherence of narratives, strategic communication and other dissemination activities with the HR/VP's public communication activities.

This position is classified as an "Administrator" type of post¹ in the grade bracket AD 5 – AD 12.

If selected for the post, candidates from the national diplomatic services of the Member States) will be recruited at grade AD7.

In case of recruitment of a temporary agent, the duration of the assignment to the post shall, in principle, be four years dependent on the maximum duration of engagement in the EEAS allowed by their type of contract².

If selected for the post, the contract of candidates who, at the time of their application, are temporary agents to whom Article 2(e) of the Conditions of Employment of Other Servants (hereafter, the "CEOS") applies, will be amended and renewed for a 4 year period, within the limits provided for by Article 50(b)(2) of the CEOS.

Current EEAS temporary agents to whom Article 2(e) of the CEOS applies and who have a higher grade than the one determined above for candidates from the Member States shall retain their current grade in case of selection for the post. If their grade is below the one set for candidates from the Member States, they will be reclassified at grade AD7.

LEGAL BASIS FOR RECRUITMENT TO THIS POSITION

The successful candidate for this position will be:

- appointed in accordance with Article 29(1)(a) of the Staff Regulations (hereafter, the "SR") if he/she is an EU official;
- recruited in accordance with Article 29(1)(a) and Article 98(1), first subparagraph, of the SR and Article 2(e) of the CEOS if the candidate comes from the national diplomatic service of a Member State or reassigned if she/he is a temporary agent to whom Article 2(e) of the CEOS applies;
- appointed in accordance with Article 29(1)(b) of the SR if he/she is an EU official from another institution;
- recruited in accordance with Article 29(1)(c) of the SR (competition laureates) if it was not possible to fill the vacant post through any of the previous possibilities mentioned.

¹ According to Annex I to the Staff Regulations and the relevant EEAS internal rules.

² Decision ADMIN(2023) 24 on the maximum duration of engagement by the European External Action Service of non-permanent staff under successive limited duration contracts of different types, and on the minimum lapse of time between successive contracts under Article 2(e) of the CEOS.

WE LOOK FOR

ELIGIBILITY CRITERIA³

- General

In addition to the conditions set out in Article 28 of the SR for EU officials or in Article 12 of the CEOS for temporary agents, candidates must:

1. be an EU official, a temporary agent to whom Article 2(e) of the CEOS applies or a member of staff from the national diplomatic service of a Member State.
2. have the capacity to work in the languages of the CFSP and external relations (English and French);
3. have at least 2 years' proven, pertinent experience in external relations.

EPSO competition laureates who are on a valid reserve list established in accordance with Article 30 of the SR may have their applications considered only in the event that no suitable candidate can be found among candidates covered by Article 29(1)(a) and Article 98(1) of the SR, or by Article 29(1)(b) of the SR;

- Specific eligibility criteria for EU officials and temporary agents to whom Article 2(e) of the CEOS applies

1. EU officials or temporary staff to whom Article 2(e) of the CEOS applies must occupy a post in the grade bracket AD 5 – AD 12, or have occupied such a post before their change in administrative status in accordance with Article 35 of the SR, or occupy an AST post and be on the list drawn up according to Article 45(a)(c) of the SR (certification list).
2. Due to the need to ensure sound financial management of the limited financial resources and given the fact that the assignment of a staff member to a Delegation has important budgetary and business continuity implications, applications from staff members currently serving in a Delegation are not eligible unless they are included in the annual rotation or mobility exercises and if the day for submitting the applications for the vacancy notice is less than six months from the end of their ongoing posting. Other applications may only be considered in the interest of the service or in duly justified situations.
3. Due to the need to ensure business continuity, applications from EEAS staff members who have less than two years in their current post in Headquarters at the date of their submission are not eligible. They may only be considered in the interest of the service or in duly justified situations.
4. Candidates who, at the time of the application, are EU officials, independently of their administrative status under Article 35 of the SR, cannot request to be recruited as temporary agents under Article 2(e) of the CEOS. In the case of applications from EU officials on leave for personal grounds, successful candidates will be reinstated into active employment within the meaning of Article 35(a) of the SR.
5. Candidates who, at the time of the application, are temporary agents to whom Article 2(e) of the CEOS applies, must provide a **new certificate** issued by their Ministry of Foreign Affairs⁴ (hereafter, the "MFA") containing the same elements as requested for candidates from the Member States (see specific eligibility criteria

³ All the eligibility criteria must be met on the closing date for applications for this post.

⁴ Notwithstanding national terminology that may vary from one Member State to another.

for candidates from the Member States).

- Specific eligibility criteria for candidates from the Member States to be recruited in accordance with Article 98(1), first subparagraph, of the SR

In line with Article 12 of the CEOS and in accordance with the needs of the service, candidates from the Member States must:

1. Possess a level of education:
 - a. which corresponds to completed university studies attested by a diploma when the normal period of university education is four years or more; OR
 - b. which corresponds to completed university studies attested by a diploma and relevant professional experience of at least one year when the normal period of university education is at least three years⁵.
2. Have gained at least 6 years' full time professional experience. This experience must have been gained after obtaining the four-year diploma or after obtaining the three-year diploma and the one year relevant professional experience.

Candidates must indicate their level of education and professional experience on the application form.
3. The candidates shall provide a certificate issued by the national diplomatic service/MFA of their Member State of origin⁶, which contains at least the following elements:
 - a. for candidates to be recruited under Article 98(1), first subparagraph, of the SR and Article 2(e) of the CEOS:
 - the post for which the candidate applies;
 - confirmation that the candidate is a staff member in active service in their national diplomatic service at the time of the application, either as a government official/civil servant or under a permanent employment relationship with the MFA; or that they have the same status/employment relationship at another national administration of their Member State and are on formal secondment to their MFA or an entity placed under the authority of the MFA such as an embassy, a permanent representation or a mission of the Member State accredited to an international organisation;
 - endorsement by the MFA of their application for the post;
 - a guarantee of immediate reinstatement at the end of their period of service with the EEAS, as required under Article 50b(2) of the CEOS.

Model of the abovementioned certificate is provided in **Annex I** of this vacancy notice.

If candidates are unable to provide this document from the MFA of their Member State of origin, their application will be deemed ineligible.

Furthermore, candidates who would be recruited as temporary agents under Article 2(e) of the CEOS must be in a position to serve during the full duration of their assignment within the maximum duration of engagement in the EEAS.

⁵ The minimum of one year of professional experience required under (b) counts as an integral part of the above qualification and cannot be included in the professional experience required under point 2.

⁶ See corresponding certificate annexed to the present vacancy notice

SELECTION CRITERIA:

Candidates should have:

- an excellent ability to maintain diplomatic relations and to ensure representation, communication and management in a complex, multicultural environment;
- an excellent capacity to create constructive working relations with national authorities, international organizations and EU Member States;
- strong drafting, communication and analytical skills combined with sound judgement;
- have sound experience with main social media platforms, namely Twitter, Facebook Instagram, LinkedIn, Youtube;
- demonstrate a clear understanding of integrated digital communication (digital campaigns, web/social media content production, advertising, online marketing, web/social media management and audiovisual content development);
- be able to demonstrate solid experience in strategic communications;
- be able to show practical experience in communication, e.g. developing communications strategies, planning and implementing digital campaigns;
- have experience with digital content production and optimization, and curation, management and monitoring of social media accounts;
- have knowledge of social media analytics, performance monitoring and reporting using specific tools such as Socialbakers, TweetDeck, Creator Studio, TalkWalker, Brandwatch;
- have knowledge of EU institutions, related decisional processes, EU's external action and relevant policies;
- excellent written and oral communication skills in English (native speaker equivalent) and a good knowledge of French;
- sound judgement, excellent knowledge of EU foreign, security and defence policies and of the major international challenges of our times as well as good understanding of the complexities and sensitivities of international politics;
- great ability to work fast and under pressure in a complex and multicultural environment;
- excellent capacity to create constructive working relations with other colleagues both within and outside the organisation.

Furthermore:

- having previous experience as a digital; communication/social media expert in political, diplomatic or other relevant contexts

would be considered an asset.

TYPE AND DURATION OF CONTRACT FOR NEW TEMPORARY AGENTS

The successful candidate will be offered a contract of temporary agent under Article 2(e) of the CEOS. Such contracts may not exceed 4 years in duration; their expiry will as far as possible be aligned with the usual date of annual Mobility exercise at Headquarters (currently 31 August each year).

All newly engaged temporary staff will be required to complete a probationary period of 9 months, in accordance with Article 14 of the CEOS.

PLACE OF EMPLOYMENT

Brussels, Belgium

SPECIFIC CONDITIONS OF EMPLOYMENT

- If the successful candidate is not an EU official or a temporary agent currently employed under Article 2(e) of the CEOS, he/she will be required to undergo a medical examination to ensure that he/she is physically fit to perform the duties.
- The requested level of security clearance for this post is: SECRET UE/EU SECRET. A description of the EU classified information levels is available under Article 2 of Annex A of the [Decision ADMIN\(2023\) 18 on the security rules of the EEAS](#)⁷.

The selected candidate should hold, or be in the position to obtain, a valid Personnel Security Clearance (hereafter, the "PSC")⁸ issued by the competent authority of the Member State concerned.

Candidates who do not already have a valid PSC will be required to go through the security clearance vetting procedure of their Member State to obtain this clearance in accordance with national laws and regulations and with the procedure laid down in the [Decision ADMIN\(2019\)7 on Security Clearance Requirements and Procedures for the EEAS of 08 March 2019](#) and in Annex A I of the [Decision ADMIN\(2023\) 18 on the security rules of the EEAS](#). Until the PSC is issued by the competent authority of the Member State concerned, the selected candidate will not be authorised to access EUCI at the level of CONFIDENTIEL UE/EU CONFIDENTIAL or above, or to participate in any meetings or workflow where EUCI is processed.

Please note that the necessary procedure for obtaining a PSC can be initiated on request of the employer only, and not by the individual candidate.

In case of failure to obtain or renew the required PSC, the AACC may take the appropriate measures in accordance with Article 3(3) of the [Decision ADMIN\(2019\) 7 on Security Clearance Requirements and Procedures for the EEAS of 08 March 2019](#).

- Successful candidates from the national diplomatic services of the Member States will be required to sign a conflict of interest form as part of the recruitment process.

EQUAL OPPORTUNITIES

The EEAS is committed to an equal opportunities policy for all its employees and applicants for employment. As an employer, the EEAS is committed to promoting gender equality and to preventing discrimination on any grounds. It actively welcomes applications from all qualified candidates from diverse backgrounds and from the broadest possible geographical basis amongst the EU Member States. We aim at a service which is truly representative of society, where each staff member feels respected, is able to give their best and can develop their full potential.

Candidates with disabilities are invited to contact the functional mailbox (EEAS-HQ-APPLICATIONS-AD@eeas.europa.eu) in order to accommodate any special needs and provide assistance to ensure the possibility to pass the selection procedure with equal opportunities as other candidates. If a candidate with a disability is selected for a vacant post, the EEAS is committed to providing reasonable accommodation in accordance with Art 1(d)(4) of the SR.

⁷ OJ C 263, 26 July 2023, p.16.

⁸ The 'Personnel Security Clearance' is defined under point 2 of Annex A I of the Decision ADMIN(2023) 18 on the security rules of the EEAS as "a statement by a competent authority of a Member State which is made following completion of a security investigation conducted by the competent authorities of a Member State and which certifies that an individual may, provided his 'need-to-know' has been determined, be granted access to EUCI up to a specified level (CONFIDENTIEL UE/EU CONFIDENTIAL or above) until a specified date; the individual thus described is said to be 'security cleared'."

APPLICATION AND SELECTION PROCEDURE⁹

The selection procedure will take place in three different and successive steps:

1. Application

Before submitting their application, candidates should carefully check whether they meet all the eligibility criteria applicable to their situation in order to avoid automatic exclusion from the selection procedure.

Candidates must apply through the online system:

<https://eapplication.eeas.europa.eu>

To log on to the system, an ECAS (European Commission Authentication Service) password is required; candidates without a password can register to get one through the aforementioned link. EU staff members with a professional ECAS account should use that account for their application. A helpdesk facility is available via the "Contact Support" function within the online system.

In case of connection problems, you can also refer to the complete EU Login user guide: https://webgate.ec.europa.eu/cas/manuals/EU_Login_Tutorial.pdf

During the online application procedure, candidates will have to upload their CV and motivation letter (in English or French). Candidates are invited to use the "Europass" CV format (<https://europa.eu/europass/en/create-europass-cv>) for their applications.

Candidates from the Member States will, in addition, have to upload a copy of their passport/ID and the certificate issued (within the past 6 months) by the MFA of their Member State of origin.

Candidates will have the opportunity to follow the progress of their application through the online system.

The closing date for the submission of applications is **Monday 4 November 2024 at 12:00h** (CET - Brussels' time). Please note that the only way to submit an application is using the online system.

As the system may experience peak activity around the deadline, candidates are strongly advised to submit their application as early as possible. Late applications will not be accepted.

For correspondence concerning the selection procedures, please use the following email address: EEAS-HQ-APPLICATIONS-AD@eeas.europa.eu

2. Pre-selection

The pre-selection will be done by a panel on the basis of the qualifications and the professional experience described in the CV and motivation letter. The panel will produce a shortlist of a limited number of eligible candidates who best meet the selection criteria for the post.

3. Selection

The candidates who have been shortlisted will be invited for an interview so that the selection panel can evaluate them objectively and impartially on the basis of their qualifications, professional experience and linguistic skills, as listed in the present vacancy notice. The selection panel will recommend a shortlist of candidates to the Appointing

⁹ Your personal data will be processed in accordance with Regulation (EC) 2018/1725. The privacy statement is available on EEAS webpage: http://eeas.europa.eu/data_protection/rights/index_en.html

Authority/Authority Authorised to Conclude Contracts of Employment that will make the final selection.

It is recalled that, if the interest of the service so requires, the selection procedure can be terminated at any stage and the post be filled by a transfer in accordance with Article 7 of the SR.

CONTACT:

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POST AVAILABLE AS OF: 01/12/2024



ANNEX I

CERTIFICATE OF ADMINISTRATIVE STATUS, ENDORSEMENT AND REINSTATEMENT¹

Staff from national diplomatic services of the Member States (Article 98(1), first subparagraph, of the Staff Regulations)

It is certified herewith that for the purposes of the application for the post(s) of *Click or tap here to enter text.*, Mr/Ms *Click or tap here to enter text.* is employed on a permanent basis by the national diplomatic service² of *insert Member State* and is in active service on the date of signature of the present certificate.

The Ministry of Foreign Affairs³ of *insert Member State* endorses the application of Mr/Ms *Click or tap here to enter text.* for the above post(s).

In accordance with Article 6(11) of the Decision 2010/427/EU of the Council and Article 50b(2) of the Conditions of Employment of Other Servants of the European Union, Mr/Ms *Click or tap here to enter text.* has a guarantee of immediate reinstatement in active service at the end of his/her period of service to the EEAS.

¹ To be completed and certified by the competent authority of the national diplomatic service.

² Candidates having a permanent employment relationship with a government ministry of their Member State, other than the Ministry of Foreign Affairs or equivalent, and who, at the time of their application, are on formal secondment to their Member State's MFA or an entity placed under the authority of the MFA (such as a Permanent representation or a mission of the Member State accredited to an international organisation) may also be considered as member of the national diplomatic service of that Member state.

³ Notwithstanding national terminology that may vary from one Member State to another.